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# The Little Book Of Persuasion: Defend Yourself By Becoming A Skilled Persuader

## THE LITTLE BOOK OF PERSUASION



DEFEND YOURSELF BY BECOMING  
A SKILLED PERSUADER

SIA MOHAJER



## Synopsis

Everyday we engage in psychological battle to persuade others or be persuaded by them. The history of persuasion dates back to the Ancient Greeks who valued rhetoric as an essential skill. Times have changed and rhetoric has lost its place as a fundamental skill of reasoning and logic. This leaves us open and unarmed against skilled persuaders. Persuasion is more than just tactics and methods of social compliance. Understanding how we are persuaded opens the doorway to a deeper understanding of our automatic brain processes and biases. Expert persuaders tap into these processes and use them against us for their own benefit. This book is a journey into these techniques. You will emerge from it smarter, more persuasive and better equipped to defend yourself.

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## Customer Reviews

I've read this book about two months ago. Right after finishing it I wasn't very impressed. I'm glad I took my sweet time with this review. Now I can do the book its justice. When I reflected back on the

content and I was beyond impressed. Here goes why: I found the language of the book very difficult. The author didn't take any shortcuts when it concerned specific terminology or concepts. I'm glad he didn't succumb to the temptation of selling "easy stuff for the masses." It made the book so different from many others I've recently read. I remember how frustrated I was at one place reading a definition second or third time and not exactly grasping what it means. I was on the verge of abandoning the book altogether- something I do very rarely. But the author shocked me reading my mind. Exactly at this point, he said something like "but this may be difficult to grasp, so let me illustrate it with a story." Wow! I was amazed by this trick! It made me to stick to the very end. By the way, the stories were the strongest point of this book. They were perfect to explain those difficult definitions. In the end, the content of the book wasn't groundbreaking. I felt like I already knew it all, but maybe it was just an illusion of my ego? I found myself, my wife, my kids and my friends in many of the stories instanced. They were really aptly picked and said. Here comes the highest praise for "The Little Book of Persuasion": I didn't intend to learn anything from it. I picked it out of curiosity because I have a monkey brain which loves new shiny objects. Nonetheless, I remember reading through the final part which is sort of exercises, sort of quiz (genius idea!

I have always been fascinated by the topic of persuasion but never actually considered myself a persuasive person. After reading this book by Sia Mohajer, I am convinced that anyone can learn the power of persuasion if they can understand the psychology behind how the human brain functions in relation to persuasion tactics. Not only will this book how to be persuasive, but it can stop you from becoming manipulated when it's being done to you. I thought the persuasion hacks and action steps were great; I realized that there were opportunities in every day work and play that somebody is trying to "get" me to do something that I don't really want to do. When I said "No", they would use a persuasive tactic that eventually got me to say yes. Just a taste of the Persuasive Hacks that you will learn are: • Just asking for a little; • Bait and Switch technique • The Low Ball technique [for sleazy selling/buying] • The closure principal [and insane pressure] • Authority Principle [Guy with the uniform] • Clothing [as a powerful symbol] • Altruism [Better Than That] • Buying Into negative Self-Feelings; • Pleading principle [Begging] • Ingratiation & Getting Others to Like You • Reciprocity [and giving gifts] • Reframing [and how you say it] • Halo Effect [when you are so beautiful people can't say NO] • Exclusivity: when you feel special. This book was not only well-written and informative but, highly organized and definitely packed with material you can start using today. Why? It covers just about any situation that you'll find yourself in every day. What I gained from this is how to turn the situations that I have always

been weak at into persuasive bargaining chips.

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